

**GET SMART: KNOW WHEN ANTIBIOTICS WORK**  
**CDC's 5<sup>th</sup> Annual National Conference**  
**Promoting Appropriate Antibiotic Use in the Community**

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**Program Agenda**

**Thursday, June 3**

**8:30-10:00      General Session I**

Atlanta C/D/E/F

**3 Programs, 1 Goal**

Overview of CDC's three programs that aim to reduce and prevent the spread of antimicrobial resistance.

J. Todd Weber, Assistant to the Director for Antimicrobial Resistance

Richard Besser, Get Smart: Know When Antibiotics Work

Tom Chiller, Get Smart: Know When Antibiotics Work on the Farm

Denise Cardo, Campaign to Prevent Antimicrobial Resistance in Healthcare Settings

**Promoting Appropriate Antibiotic Use with Policy**

Discussion of advocacy strategies used to promote appropriate antibiotic use in agriculture.

Karen Florini, Environmental Defense Fund

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**10:00-10:45      Exhibit/Networking Time**

Atlanta A/B/G/H

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**10:45-12:15      Breakout Sessions: Round I (Choose 1 of 3 sessions)**

**Sustaining Appropriate Antibiotic Use Programs**

Augusta I

Keeping your program activities going now and into the future can be challenging. Learn how to determine which program efforts to continue and how develop a sustainability plan.

Michelle Johnston, Center for Civic Partnerships

**Incorporating Cultural Competency into Appropriate Antibiotic Use Programs**

Augusta II

Working with diverse populations can prove difficult if you have little or no experience in this area. Learn how to make your program more culturally competent and how to better reach such populations.

Suzanne Bronheim, National Center for Cultural Competence

**Evaluating Appropriate Antibiotic Use Programs**

Augusta III

Learn how to use CDC's evaluation framework to monitor process and measure outcomes of your appropriate antibiotic use program. You will also be trained on how to draft a logic model for your own program.

Tom Chapel, Centers for Disease Control and Prevention

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<b>12:15-1:15</b>	<b>Lunch and Exhibit/Networking Time</b>	Atlanta A/B/G/H
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<b>1:15-2:45</b>	<b>Breakout Sessions: Round II</b> (Choose 1 of 3 sessions)
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*Sustaining Appropriate Antibiotic Use Programs, Incorporating Cultural Competency into Appropriate Antibiotic Use Programs, Evaluating Appropriate Antibiotic Use Programs repeated (see room assignments above)*

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<b>2:45-3:15</b>	<b>Exhibit/Networking Time</b>	Atlanta A/B/G/H
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<b>3:15-4:45</b>	<b>General Session II</b>	Atlanta C/D/E/F
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### **Colorado Media Campaign Results**

Minimizing Antibiotic Resistance in Colorado (MARC) staff will describe the Get Smart Colorado media campaign and evaluation findings.

Ralph Gonzales, University of California, San Francisco  
Kitty Corbett, University of Colorado, Denver

### **Curricula for Medical Students and Providers**

The medical student curriculum will be launched next year. Learn how you can help promote adoption of the curriculum and become familiar with other curricula under development.

Carolyn Greene, Centers for Disease Control and Prevention  
Deborah Danoff, Association of American Medical Colleges  
Edward Keenan, Oregon Health & Science University  
Elizabeth Steiner, Oregon Health & Science University  
Phillip Kaleida, Children's Hospital of Pittsburgh

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<b>5:00-6:00</b>	<b>Social</b>	The Overlook, 6 <sup>th</sup> floor
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<b>7:00-8:30</b>	<b>Train-the-Trainer Workshop</b>	Augusta I
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### **Antibiotics & You: Promoting Appropriate Antibiotic Use in Elementary Schools**

Learn how to implement this successful elementary school module. Participants will receive an instructor's toolkit and materials needed to implement the module.

Mary Eley, Michigan Antibiotic Resistance Reduction Coalition

**Friday, June 4**

**8:30-9:00**

**General Session III**

Atlanta C/D/E/F

**Wisconsin Antibiotic Resistance Network Project Outcomes**

Wisconsin Antibiotic Resistance Network (WARN) staff will describe the activities of their 5 year demonstration project and share their outcomes and lessons learned.

Mary Jo Knobloch, Wisconsin Antibiotic Resistance Network  
Ed Belongia, Wisconsin Antibiotic Resistance Network

**9:00-10:30**

**Breakout Sessions: Round III** (attend your appropriate region)

**Regional Meetings**

Meet members of your region and learn about their main program activities. Each region will identify priorities and discuss opportunities for collaboration among partners within the region.

Region 1: AK, AZ, CA, HI, ID, NV, OR, UT, WA

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Region 2: CO, KS, MT, ND, NE, NM, OK, SD, TX, WY

Augusta I

Region 3: CT, DC, DE, IA, IL, IN, MA, MD, ME, MI, MN,  
NH, NJ, NY, OH, PA, RI, VT, WI

Augusta II

Region 4: AL, AR, FL, GA, KY, LA, MO, MS, NC, SC, TN,  
VA, WV

Augusta III

**10:30-11:00**

**Exhibits/Networking**

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**11:00-12:30**

**General Session IV**

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**Trends in Broad-Spectrum Antibiotic Use**

Although overall antibiotic prescribing has decreased in recent years, prescribing of broad-spectrum antibiotics has increased. Look at current trends in prescribing and implications of these trends.

Ralph Gonzales, University of California, San Francisco

**Direct-to-Consumer Advertising: Pros and Cons**

Discussion of the implications of direct-to-consumer advertising of prescription drugs.

Barbara Mintzes, University of British Columbia  
Paul Rubin, Emory University

*Thank you for attending our conference; we hope you found it to be a valuable experience.  
Please turn in your conference evaluation before you leave.*